



## **Indianapolis International Film Festival Job Description**

### **Title:**

Social/Digital Media Coordinator

### **Reporting To:**

Marketing Manager, Festival Managing Director

### **Purpose:**

To manage and optimize the organization's digital media efforts and social media presence.

### **Responsibilities:**

1. Maintains a working knowledge of the organization and personal commitment to its goals and objectives.
2. Creates and executes a social/digital media marketing strategy, including goals, objectives and strategies to advance the organization's brand awareness and engagement in these media.
3. Creates, manages and executes an annual email marketing calendar via the organization's Email Service Provider, determining content, timing and audiences.
4. Manages the organization's Facebook presence as an administrator of the Indy Film Fest fan page, posting content and interacting with users.
5. Manages the organization's Twitter presence (@IndyFilmFest), posting content and interacting with users.
6. Identifies emerging social media outlets where the organization should and can have a presence, and manages the incorporation of these outlets into the existing social media marketing strategy.

### **Expectations:**

As a member of the Festival Board, the Marketing Manager role is one of significant commitment. In addition to monthly Board meetings, responsibilities will require involvement between meetings for planning and execution of job responsibilities, averaging roughly 6-8 hours per week. The Marketing Manager will work directly with the VP of Marketing, Board President and Festival Managing Director, and as such is expected to be highly available and dependable regarding the position's responsibilities.

### **Benefits:**

As a volunteer in a leadership role with the Indianapolis International Film Festival, the Corporate Sponsorship Coordinator will receive credentials for attendance at the 2011 Indy Film Fest, granting access to screening, parties and VIP rooms. This role offers the opportunity to learn what it takes to shape a complete festival program.